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**HomeBuyerShowroom.com** for builder

**HomeHomePage.com** A Buyers Home Page

**TheBuildersMart.com** A Retail Rep.

**Key Concept for OLA, Inc.:**

Taking the Builder / Home Buyer's selection & purchase of "standards & extras" into the virtual world of e-commerce to increase sales, cut costs and assist in the construction process.

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**The Old Way vs. The OLA Inc. Way:**

- ◆ **Old way:** Visit the builder (*showroom-if any, after the home purchase contract*), to make dozens of unrelated selections to piece together builder, buyer, products, vendors, job site, etc....
- ◆ Visit Builder's job-site or sales office
- ◆ Visit with sales, designer, spouse, family, etc.
- ◆ Visit local vendors/sub-contractors
- ◆ Shop & compare, but with unrelated vendors
- ◆ Make major and then minor selections over time
- ◆ Keep track of all selections, pricing, mortgage & hope it all comes together well in your home

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## The Old Way vs. The OLA Inc. Way:

- ◆ **OLA Inc. way**: An EZ new virtual showroom promoting the sales, design, selection and fulfillment with up to date standards & extras in a 24/7 shop-at-home web site to augment current builder/vendor showrooms
- ◆ One coordination, management, design, purchasing, tracking, forms & service center for standards & extras "fulfillment" from builder to vendor to job-site to lender to appraiser, etc.
- ◆ Pre- and time of purchase buyer selections and new home information for better sales & service
- ◆ Pre- and time of purchase order job-site Mgt.

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## Build & Manage the Site :

- ◆ Secure, gated, relational database site with xml type cross-verified order taking & deposits
- ◆ Industry standard and customized selections
- ◆ A "B-2-C" (Builder to Customer), "B-2-B" (Builder - 2 - Supplier), and "B-2-M" (Builder to Manufacturer) e-commerce nexus for product, data base and e-business
- ◆ On-Line Showroom for 247 point of purchase product promotion, Q&A, design, & selections
- ◆ Industry driven & contract management & coordination from contract to closing, service, warrantee and value added extras
- ◆ Deliver new Y3K compatible homes & web services

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## Nexus for E-Biz & X-Tracking:

<u>Buyers/Homesowner:</u>	<u>Selections:</u>	<u>Manufacturers</u>
<p><b>Buyers Entry Web Sites:</b></p> <p>HomeHomePage.com NewHomeBuyers.com NewHomeSourceBook.com HomeOnLineAssistant.com NewHomeOnLineAssistant.com BuyersExtrasCenter.com</p>	<p><b>A Virtual Showroom</b> <b>On Line &amp; Retail</b> BuilderDepo.com HomeBuildersChoice.com HomeBuyersChoice.com ExtrasSelections.com BuyersExtrasCenter.com</p>	<p><b>On-Line Catalogue</b> <b>Sales Center to all</b> For Example Only: Appliances: GE, Whirpool Cabinets: KDA, Canac, Plumbing: Kohler, Moen Windows: Hard, Windsor,</p>
<u>Builders/ReHabber:</u>	<u>OLA, Inc./Our SalePro.</u>	<u>Vendor/Sub Contractor:</u>
<p>Showroom &amp; Sales – shop at home (for home)</p> <p>NewHomeSourceBook.com ModelHomeShowroom.com BuildersWebName.... Home....</p>	<p><b>Our Customer Support</b> <b>On Line Design Service</b> The Company On Line Assistance Customer Service NewHomeOnlineAssistant.com BuilderOnLineAssistant.com OnLineAssistant.com</p>	<p><b>Virtual Showroom, No longer just @ suppliers</b> For Example Only: Appliances: Abt, Sears, Cabinets:.... Plumbing:.... Advertisers:....</p>

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## Benefits to Buyer & Builder:

### ◆ Buyer:

- 1.) Shop-at-home as well as via builder & vendors
- 2.) 24/7 showroom, with virtual design center
- 3.) EZ selections formats & forms with up-selling promo
- 4.) Pre-view & timely purchase of standards & extras
- 5.) 3<sup>rd</sup> Party “standards” & “extras” fair price guarantee
- 6.) Guarantee & warranties up-front & post closing
- 7.) Communications “hub” for buyer, designer, builder product info and even family & friend to view & review

### ◆ Builder:

- 1.) Boost sales and profit from other on-line shopping
- 2.) Elevate staff with a value to the buyer & “self-help buyer”
- 3.) Shrink sales office cost & keep product up-date
- 4.) Coordinated product, contract & job-site work flow
- 5.) Create new Web comarketing relations & “smarter” house

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## Benefit to Manufacturers & Subs:

### ◆ Manufacturer:

- 1.) Reach buyers & builder standards and extras trends
- 2.) More efficient production & pricing via Pre-Point of Purchase projections of selections & shopping habits
- 3.) Pricing volume by "consensus" not by "buying-group" pressure
- 4.) Direct – point of purchase marketing
- 5.) Promote new or over-stock items quickly to market
- 6.) 'Real-time' industry brochure & pricing up-dates & notices
- 7.) Warrantee & service info on-line for quicker service calls
- 8.) HomeHomePage.com platform for future "smart" products
- 9.) Direct connect product/buyer/home for after market sales

### ◆ Sub-Contractors & Vendors:

- 1.) "Package" services (like vendor products)
- 2.) Pre-Purchase order job info. (for Pre-conflict resolution)
- 3.) Verify, approval, bill, client O.K. (one day by Palm Change Orders)
- 4.) Product information Nexus for order, shipping, parts, service

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## Conclusion: *Let's Change The World...*

- ◆ A new *OLA, Inc.* way to market and select products at the point-of-new-home-purchase – A Virtual Showroom to boost sales & cut costs
- ◆ A new *OLA, Inc.* way to sell & preview homes by "on-line" dream house preview & pre-selections
- ◆ A new *OLA, Inc.* way to meet buyers and know their choices and convey selections in process
- ◆ A new *OLA Inc.* way to coordinate new home standard and extra products between buyer, builder, vendor and manufacturer + E-Biz
- ◆ A new *OLA, Inc.* e-standard by nexus-consensus of a fractioned industry. efficient IT agreement via consensus on choices (without direct sharing)

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## Strategy to Builders

- ◆ YourBuildersName.com or Via .OLA name.com
  - Offer Builder Web-Support/Back office & tools
  - Allow Builders to use their own name or followed by our name and web address such as MyYourBuildersDepo.com
  - Access via our brand name site with directory linked to local builders and or projects such as: HomeBuilderShowrom.com, NewHomeScouceBook.com
  - Marketing builders via our also re-hab site & centers
  - Deliver builders custom or semi-custom builders Sites (with other standard tools and up-grades)
  - Direct sales and marketing

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## Strategy to Home Buyers:

- ◆ HomeHomePage.com
  - A private buyer page for their new home
  - A Buyer home file web site & home page with database to enter and manage /jobsite /project / contract /standards & extras linked
  - A place to keep, even after you close on your new home...for warrantee, premiums, moving, condo, appliance info, service, etc...
  - An industry based hub for new products and services
  - More than just a search/portal but a home file

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# Strategy to Retail & to Industry

*MyBuildersDepot, Mart, Showroom, Center, Warehouse, Mall*

## ♦ Retail Roll-out

- A sales office for builders, designers, re-habers, & home buyers / owners
- A mart-type catalogue showroom for products, industry reps, cust. service
- Not a hardware store or "nuts & bolts" store, and not a cabinet showroom
- Kiosk up to 1,000sf in local mall or brokers office

## ♦ Industry Nexus for:

- Pre-order/point of purchase selections
- Industry-direct advertising
- New/sale product
- Links to find product
- Buying group pricing
- Private label brands
- Customer service

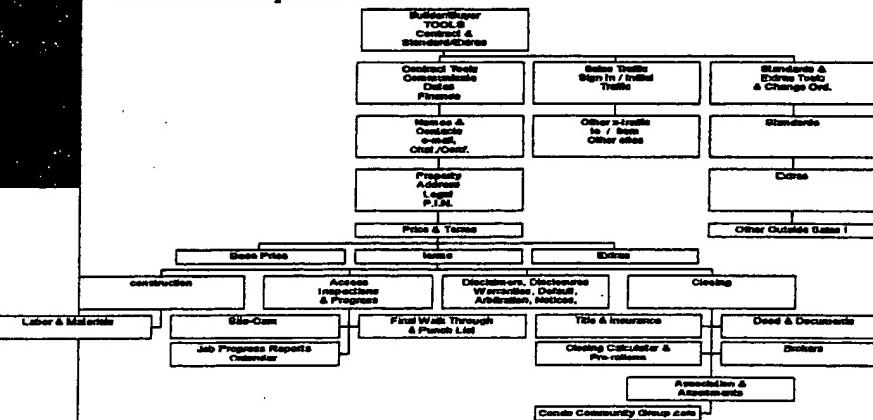
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## And...The other side...The Contract: Phase II.....

X-Reference the Builder/Buyer Contract with XML (OnLine Signature) verifications and the services needed as called out in the contract. The Contract is the buyer's guide to other non-product services up to closing and post closing...Let's link to those services and allow OLA and the builder to profit via e-business. Sample Contract Flow:



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  - Watch for our new private company intra-net
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